

Message Text

UNCLASSIFIED

PAGE 01 LONDON 00798 01 OF 02 161804Z

45

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 002170

P R 161754Z JAN 76
FM AMEMBASSY LONDON
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8190

UNCLAS SECTION 01 OF 02 LONDON 00798

FOR OIM/BELDEN

E.O. 11652: N/A
TAGS: BEXP UK
SUBJECT: FARNBOROUGH '76: SPACE AND COST ESTIMATES

REF: (A) USDOC 18707; (B) LONDON 19142

BEGIN SUMMARY: THROUGH INTERVIEWS WITH SBAC AUTHORITIES, CONSTRUCTION AND MARKET PROMOTION CONTRACTORS, AND REVIEW OF PREVIOUS FARNBOROUGH COSTS, POST RESPONDING TO QUERIES REFTEL (A), COMMERCE URGED RESERVE DESIRED SPACE ASAP IN ORDER GUARANTEE SPACE AND LOCATION. INITIAL PAYMENT REQUIRED BY JAN. 31. UNDER SEPARATE COVER LTC FORUARDING CURRENT SBAC NEWS REPORT NO. 2 WHICH INDICATES MOUNTING REQUESTS FOR SPACE RESERVATIONS. END SUMMARY

1. SBAC WILL NOT ACCEPT NO-COST SPACE OPTION. SPACE REQUESTS DUE NO LATER THAN JAN. 31, ACCOMPANIED BY CHECK IN AMOUNT OF 25 PERCENT OF TOTAL ESTIMATED COST.
2. SBAC DEPUTY DIRECTOR MUGFORD GAVE VERBAL ASSURANCE TO COMMERCIAL COUNSELOR AND LTC DIRECTOR DURING COURSE OF INFORMAL MEETING DEC. 30, 1975 THAT OFFICIAL U.S. SIT WOULD BE SAME GENERAL LOCATION AS IN 1974. NO PROBLEMS FORESEEN WITH APPROXIMATELY SAME SIZE SPACE AS IN 1974. THIS WOULD BE COMPATIBLE WITH REFTEL FIGURE OF 1,150 SQUARE METERS GROSS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 00798 01 OF 02 161804Z

3. EXACT SPACE CONFIGURATION AND LOCATION WILL BE
ASSIGNED AND RELEASED ASAP AFTER JAN. 31 DEADLINE BY
SBAC.

4. SPACE COST ESTIMATES:

A) SPACE AVAILABLE IN TWO BASIC CONFIGURATIONS
EITHER WALL TYPE OR ISLAND TYPE. MAJORITY OF SPACE IN
74 EXHIBITION WAS ISLAND TYPE ALTHOUGH SOME WALL TYPE
ALSO UTILIZED. FOR PURPOSES THIS RESPONSE CALCULATIONS
BASED ON ISLAND TYPE ONLY. LTC MAILED UNDER SEPARATE
COVER A NUMBER OF COPIES OF THE OFFICIAL FARNBOROUGH
INTERNATIONAL 76 BROCHURES "INFORMATION AND APPLICATION"
WITH NECESSARY INFORMATION INCLUDING COSTS, ILLUSTRATIONS
AND MEASUREMENTS OF STANDARD BOOTH SPACE.

B) ISLAND SPACE SOLD ONLY IN MINIMUM UNITS OF 45
SQUARE METERS WHICH DUE TO APPARENT LOCATION OF STRUCTURAL
COLUMNS DIVIDES INTO FOUR EQUAL SIZES BASIC BOOTHS
OF APPROXIMATELY 121 SQUARE FEET EACH (OR 11' X 11').
COST FOR THIS TYPE SPACE IS 35.11 POUNDS PER SQUARE
METER INCLUDING SIMPLIFIED SHELL SCHEME WITH 4 INCH HIGH
CARPETED PLATDORM. SEE BROCHURE IN (A) ABOVE.

C) DEPUTY DIRECTOR OF SBAC MUGFORD IN LETTER TO
LTC DIRECTOR DATED SEPT. 25, 1975 (COPY FORWARDED OIM
UNDER SEPARATE COVER) OFFERS BARE SPACE ONLY AT 30
POUNDS PER SQUARE METER FOR GROSS SPACE. EXCEPTION
WOULD BE NO CHARGE FOR SBAC DESIGNATED PUBLIC GANGWAYS
WHICH MAY DISSECT ASSIGNED SPACE. IN OTHER WORDS, ANY

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 LONDON 00798 02 OF 02 161804Z

45

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 002227

P R 161754Z JAN 76
FM AMEMBASSY LONDON
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8191

UNCLAS SECTION 02 OF 02 LONDON 00798

GANGWAYS INTRODUCED BY TENANTS' DESIGN WILL BE CHARGED AT THE REGULAR 30 POUNDS PER SQUARE METER RATE.

D) WITHOUT PRECISE LAYOUT AND SPACE LOCATION AS WELL AS DETERMINATION OF SPACE TYPE, I.E., WALL OR ISLAND, AND WHETHER SPACE BARE OR WITH SHELL SCHEME, COSTING IS DIFFICULT. THEREFORE SUGGEST FOR ESTIMATING PURPOSES USE GROQS FIGURE OF 1,150 SQUARE METERS PER REFTTEL AND THAT IT BE BARE TYPE. AT 30 POUNDS PER SQUARE METER THIS EQUALS 34,500 POUNDS FROM WHICH WOULD BE DEDUCTED ANY PUBLIC GANGWAYS THAT MIGHT DISSECT.

E) NOTE SQUARE METER CHARGES BY SBAC ARE 75 PERCENT INCREASE OVER 1974 COSTS, AS REPORTED LONDON 15943.

5. EMBASSY CHECKING ON WHETHER VAT APPLICABLE SPACE AND SOME CONSTRUCTION COSTS AS NOTED BELOW AND WILL REPORT SOONEST.

6. TOTAL CONSTRUCTION COSTS FOR FARNBOROUGH 74 INCLUDING EXHIBIT INSTALLATION AND DISMANTLING WERE 25,200 POUNDS. 1974 CONSTRUCTION CONTRACTORS INDICATE INCREASE 22.5 PERCENT FOR SIMILAR CONSTRUCTION 1976. THEREFORE APPROXIMATELY 800 SQUARE METERS OF 1974 WILL COST 30,870 POUNDS IN 1976. SUGGEST ALLOWANCE 8 PERCENT VAT FOR 76 PLANNING, INCREASING ABOVE 76 CONSTRUCTION FIGURE BY 2,470 POUNDS OR A TOTAL OF 33,340 POUNDS. VAT SHOULD NOT BE CHARGED ON ENTIRE CONSTRUCTION BUT RATHER ON CERTAIN ASPECTS ONLY.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 LONDON 00798 02 OF 02 161804Z

7. SBAC HAS INDICATED IT WILL NOT BE POSSIBLE PROVIDE A WATER STPLY AND SIMPLE DRAIN LINE AS WAS CASE IN 1974.

8. MARKET PROMOTION CONTRACTOR FOR FARNBOROUGH 74 INDICATES SIMILAR PROGRAM, INCLUDING FEE, PRINTING, MAILING, PHOTOGRAPHY AND RELATED ACTIVITIES, SHOULD BE ESTIMATED AT 10,000 POUNDS.

9. ACTION REQUESTED: SOONEST FUNDS AUTHORIZATION FOR 25 PERCENT SPACE RESERVATION PAYMENT.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976LONDON00798
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760017-0440
From: LONDON
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760150/aaaabsjf.tel
Line Count: 162
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 LONDON 19142
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 17 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <17 JUN 2004 by schwenja>; APPROVED <03 DEC 2004 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FARNBOROUGH '76: SPACE AND COST ESTIMATES
TAGS: BEXP, UK
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006